



**Department of Agriculture
State of Hawaii**

Available Funds for Collaborative Promotion of Agricultural and Value-Added Food Products with Non-Profit Corporations or Cooperatives

**Department of Agriculture
Agriculture Development Division
Matching Marketing Funds Program, FY 2007**

Action:

Announcement of request for proposals (RFP) for the Matching Marketing Funds Program, FY 2007.

Summary:

In accordance with AGR 171-BE, the Department of Agriculture announces the availability of \$185,000 in fiscal year (FY) 2007 for the collaborative promotion of agricultural and value-added food products with non-profit corporations or cooperatives. There are three (3) marketing categories available – (i) Distribution Systems; (ii) Mainland or International Tradeshows; and (iii) Industry Education and Promotion of Agriculture. Awards under this program will be made on a competitive basis for projects of up to one year. The closing date and time for receipt of proposal under this RFP is 4:30 p.m. on October 23, 2006. Proposals received after the deadline will not be processed by staff or reviewed by the evaluation committee.

For Further Information Contact:

Offerors and other interested parties are encouraged to contact: Abel Konan, EDS, Market Development Branch, Telephone (808) 973-9596, Facsimile (808) 973-9590, E-mail: abel.m.konan@hawaii.gov.

Offerors are strongly encouraged to submit completed and signed marketing proposals using overnight mail or delivery service to ensure timely receipt by HDOA. The applicable address for submission is:

Hawaii Department of Agriculture
Matching Marketing Funds Program, FY 2007
c/o Administrator
Agricultural Development Division
Department of Agriculture
1428 South King Street
Honolulu, HI 96814-2512

Introduction:

The Hawaii Department of Agriculture (HDOA) has budgeted funds to promote agricultural and value-added food products. Departmental rules and regulations and administrative policy require that all promotional projects are funded at least fifty percent by producer and/or private funds. This insures that producers have a vested interest in the projects proposed and/or adopted. The primary goal of this program is for Hawaii producers to increase market share in existing markets and to expand into new markets.

Qualification:

Offeror must be a non-profit 501c corporation registered in Hawaii representing producers or distributors of Hawaii agricultural or manufactured food products. Membership in the non-profit corporation must be open and provide equal opportunity for membership to all Hawaii producers and distributors that meet reasonable criteria as approved by HDOA.

State Funding

State funding will not exceed the amounts indicated for each project type listed below, and matching funds in cash of 50% of the total costs of project from private sources are required. Costs allowable to be matched with State funds are subject to State accounting requirements and HDOA policies. The project must be completed within one year from the execution of the contract with HDOA. The HDOA will withhold 10% of approved funds until a final report is submitted and approved. Successful offerors must credit the Hawaii Department of Agriculture on all marketing events or on materials covered under this funding.

Project Categories Available – *Each offeror is limited to two unrelated submissions per category***Distribution Systems**

A system or process that will allow many small Hawaii companies to gain access to local, domestic, and international markets by facilitating transportation/shipping, distribution, sales representation, or consolidation issues. A minimum of four (4) unrelated companies must participate in the project. State funds for each project should not exceed \$20,000 matched with cash by private industry.

Mainland or International Tradeshows

Sponsor a Hawaii-theme exhibit at a Mainland or International tradeshow with a minimum of four (4) unrelated companies in contiguous booths. State funds for each tradeshow should not exceed \$12,000 matched with cash by private industry.

Industry Education and Promotion of Agriculture

A program that builds the capacity of Hawaii's agricultural and food producers to increase their exposure and competitiveness in production, distribution, and marketing efforts or hosting a promotional event that facilitates the sale of Hawaii-produced agricultural and manufactured food products in Hawaii. State funds should not exceed \$7,000 matched with cash by private industry.

Criteria for Consideration:

The awarding of funding for the above project types is on a competitive basis. An evaluation committee selected by the Chairperson shall evaluate and rank the proposals and make recommendations based on the following criteria. The Chairperson of the HDOA will have the final approval in the awards made, pursuant to §3-122, 45.01, subchapter 6, HAR.

- Offeror must demonstrate an ability to implement sound and effective project management practices. Higher scores will be awarded to offerors that can demonstrate organizational skills, leadership and experience in implementing the project. Proposals will be evaluated strictly on a merit basis according to, but not limited to the following:
 - 1) Project Management
 - 2) Ability to Complete the Project
 - 3) Delivery Plan
 - 4) Matching Funds
- A summary of the project consisting of no more than five typed lines of narrative;
- Projects that are new or address new markets will have priority. The term “new” is defined as a proposal that has not been previously submitted to HDOA for consideration. Any project submitted in relation to the Hawaii Seals of Quality Program will also have priority;
- Clear description on scope, mission and goals of the project and provide cost benefit analysis if necessary;
- Reasonably estimate the number of beneficiaries and other tangible benefits arising from the project;
- Identify specific measures for evaluating the effectiveness or success of the project. Outcome measures such as actual number and value of sales during or after the project, consumer impressions, level of participation by producers/distributors, number of jobs created, and tax revenue generated can be used;
- Amount and percentage of matching funds provided by an offeror from the private sector;
- Estimates on projected growth of the industry for the next three years and its potential for value added;
- Estimates on production capability of the industry to meet market demand.
- Offeror must show progress completion of any on-going matching funds projects that was awarded during the previous year; and
- From the criteria, each offeror will receive a numerical rating, and all the projects will be ranked from the highest to the lowest proposal. The highest scoring proposals will be selected according to the availability of funds.

Instructions:

Submit three (3) signed copies of your proposal using the attached format together with 1) IRS tax exemption declaration, and most recent 2) financial statement, 3) by-laws, and 4) membership list of the non-profit organization.

Please send proposal together with all requested information to:

Hawaii Department of Agriculture
 Matching Marketing Funds Program, FY 2007
 C/o Administrator
 Agricultural Development Division
 1428 South King Street
 Honolulu, HI 96814-2512

Closing Dates: The closing date and time for receipt of proposals under this RFP is 4:30 p.m. Hawaii Standard Time (HST), October 23, 2006. Proposals received after the deadline will not be reviewed by the evaluation committee. Offerors are encouraged to use the format

below as a guide. Answers should be as succinct as possible so that the evaluation committee need not ask further questions.

Acknowledgement of Proposals: Receipt of proposals will be acknowledged to the respective offeror by e-mail or fax, whenever possible. Therefore, offerors are encouraged to provide an e-mail address and/or fax number in the proposal. If an e-mail address or fax number is not indicated on a proposal, receipt will be acknowledged by letter. There will be no notification of late, incomplete and unqualified proposals.

Review Process: Each proposal will be evaluated using a two-part review process. First, each proposal will be screened by HDOA staff to ensure that it meets the requirements in the RFP issued. Proposals that do not meet the requirements will not receive further consideration. Next an evaluation committee will review all marketing proposals that meet requirements of the RFP. Proposals will be evaluated strictly on a merit basis according to, but not limited to the following:

- Project Management;
- Ability to Complete the Project;
- Delivery Plan;
- Matching Funds.

Confidentiality: The names of offerors, the names of individuals identified in the proposals, the content of proposals, and all committee evaluation scores sheets of the proposals shall be kept confidential during the evaluation process, except to those individuals involved in the process. After award is made, the proposals and evaluation results shall be made available for public inspection with the exception of those sections marked confidential by the offeror.

Contracting with the Hawaii Department of Agriculture: The successful offeror will enter into an agreement governed by:

- a) The State of Hawaii contractual General Conditions set forth in AG-008/Rev. 11/15/2005, issued by the State's Attorney General's Office.
- b) A project specific contract reflecting the purpose and goal of the project. The contract will include:
 - 1) Scope of Service statement
 - 2) Compensation and Payment schedule
 - 3) Special Provisions statement
 - 4) Twelve month Time of Performance with extensions not to exceed six (6) months. However, the initial extension shall not exceed three (3) months.

Debriefing: Pursuant to §3-122-60, a debriefing is provided to the non-selected offerors to inform them of the basis for the source selection decision and contract award.

A written request for debriefing shall be made within three (3) working days after the posting of the award of the contract. The procurement officer or designee shall hold the debriefing within seven (7) working days to the extent practicable from the receipt date of written request.

A protest by the requestor submitted pursuant to section 103D-303 (h), HRS, following a debriefing shall be filed within five (5) working days, as specified in section 103D-303 (h), HRS.

Campaign Contributions by State and County Contractors: It has been determined that funds for this contract have been appropriated by a legislative body.

Therefore, offeror, if awarded a contract in response to this solicitation, agrees to comply with Section 11-205.5, HRS, which states that campaign contributions are prohibited from a State and county government contractor during the term of the contract if the contractor is paid with funds appropriated by a legislative body.

Protest: A protest shall be submitted in writing within five (5) working days after the aggrieved person knows or should have known of the facts giving rise thereto; provided that a protest based upon the content of the solicitation shall be submitted in writing prior to the date set for receipt of offers. Further provided that a protest of an award or proposed award shall be submitted within five (5) working days after the posting of award of the contract.

The notice of award letter(s), if any, resulting from this solicitation shall be posted on the Procurement Reporting System, which is available on the SPO website:
<http://www.hawaii.gov/spo2/source/>.

Any protest pursuant to §103D-701, HRS, and Section 3-126-3, HAR, shall be submitted in writing to the Procurement Officer, SPO, 1151 Punchbowl Street, Room 416, Honolulu, Hawaii 96813 or P.O. Box 119, Honolulu, Hawaii 96810-0119.

EVALUATION CRITERIA AND PROPOSAL SELECTION

Project Proposal Format

Written Narrative (limited to eight single-sided pages):

This written narrative describes the project in detail, including the project delivery plan and should provide the evaluation committee with sufficient information to effectively evaluate the merits of the proposal. The narrative should include the circumstances giving rise to the proposed activity; a clear, concise statement of the goals and objectives; the steps necessary to implement the project to attain the goals and objectives; an evaluation plan for the activities; and a management and work plan that describes how the activities will be managed by the offeror.

THE TOTAL NUMBER OF POINTS USED TO SCORE A PROPOSAL IS 100.

(1) Clarity of presentation and past experience implementing projects. (Maximum 10 points)

(a) Good presentation of narrative title page. This single page should contain information as follows:

- Name of the project
- Name of association submitting the project
- Federal tax ID # for the association
- State tax IF # for the association
- Address, email address, fax #, phone # for the association
- Listing of project partners
- Amount of State matching funds requested
- Project type (please indicate Distribution Systems, Mainland/International Tradeshows or Industry Education and Promotion of Agriculture)
- Information needed to contact project leader
 - Name
 - Title
 - Affiliation
 - Phone #
 - Fax #
 - Email
 - Signature, title, and date signed

(b) Brief project summary of no more than five (5) lines.

(c) Delivery plan showing how the project will be implemented, including specific tasks that are measurable and reasonable.

(d) Discussion on marketing strategies to be adopted (see Appendix 1 for suggestions).

(e) Discussion on how the project benefits and reasonable outcome measures (see Appendix 1 for suggestions).

(f) Detailed itemized budget on the costs of the project and relevant matching amounts (see Appendix 2).

(g) Project timeline with project start and completion dates and other details on activities of the project.

- (2) **Innovative Project and/or untapped and new market access manifested in the project. (Maximum 15 points)**
- (3) **Project benefit to consumers and producers. Market expansion attributes of the project. (Maximum 15 points)**
- (4) **Performance evaluation criteria as defined by the offeror. (Maximum 15 points)**
Measure of the project success, including sales, consumer impressions, level of participation of producers/distributors/consumers/attendants, job creation, and tax revenues generated.
- (5) **Offeror matching funds commitment. (Maximum 10 points)**
The higher the ratio is, the higher the number of points scored. Ratio = contract amount (\$7,000, \$12,000, or \$20,000) divided by the offeror funding commitment. Ratio more than 1 = 10 points; ratio equal to 1 = 7 points; ratio less than 1 = 5 points.
- (6) **Expressed knowledge of current industry situation and expected trends. (Maximum 10 points)** Demonstration of knowledge of the industry's current situation and expected trends as captured by data on production, sales, growth, and corresponding estimated values for the near future, one or two years.
- (7) **Expansion and growth potential. (Maximum 10 points)**
Show expansion and growth potential of the industry, new products, and spill over to other industries in Hawaii.
- (8) **Seals of Quality. (Maximum 15 points)** Demonstrate use of the Seals of Quality in the project.

Appendix 1

List of Frequently Asked Questions to be Addressed in Written Narrative

I. Goals (s) of the Project

What is/are the specific goal(s) of this project?

Why is it important to implement this project?

1. How will the industry and/or people of Hawaii benefit from this project?
(Creation of jobs, tax revenue, improves industry, etc.)
2. What are the missed opportunities if this project is not implemented?

II. Objectives for the Project

A. Marketing Strategies and Demographics

1. What are the target markets and why were they selected?
2. What is the primary objective to be achieved in each target market?
3. What types of activities are to be conducted in each market?
4. Who will conduct these activities?
5. What is/are the product(s) to be promoted?
6. What prior activities and promotions were held in that region or country?
7. What constraints are anticipated?
8. What is your strategy to overcome these constraints cited?

B. Outcome/Effectiveness Measures

1. Identify specific measures for evaluating the success of the project. Outcome measures such as actual number and value of sales during or after the project, consumer impressions, level of participation by producers/distributors, number of jobs created, and tax revenue generated can be used. For each outcome measure selected, please provide reasonable estimates.

Evaluation

- A. Who will be collecting the data, making the evaluation and writing the final report?
- B. How are you going to evaluate the project? (Survey, market analysis and reaction, number of buyers, sales generated or expected by the project, income generated by the project, etc.)
- C. By what standards and/or benchmarks will you be comparing the results?

Appendix 2
Request for Proposals (RFP) for Matching Funds
Budget Information

Section A. Budget Summary			
Matching Funds Program, Function or Activity	Estimated Funds		Total
	HDOA	Matching	
Section B. Budget Categories			
Object Class Categories			
1. Personnel			
2. Fringe Benefits			
3. Travel			
4. Equipment			
5. Supplies			
6. Contractual			
7. Construction			
8. Other – (Specify)			
9. Total Direct Charges			
10. Indirect Charges			
11. Total			